

From: [Mobility Lab](#)
To: [Kent Smith](#)
Subject: Mobility Lab Express #66 - July 15, 2015
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July 15, 2015 - Issue #66



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Dear Kent,

This is the time of year when we at Mobility Lab start to get excited for [the annual Association for Commuter Transportation conference](#). This year, it's in Baltimore from July 26-29, and it's a key marker for moving the transportation-management industry in the much-needed directions of more funding, policy, and prestige. We're speaking on a panel called [You're Good. Now Let's Make Sure Everyone Knows It](#), and we're holding our first "Charm City" [Transportation Techies meetup](#). See you there!

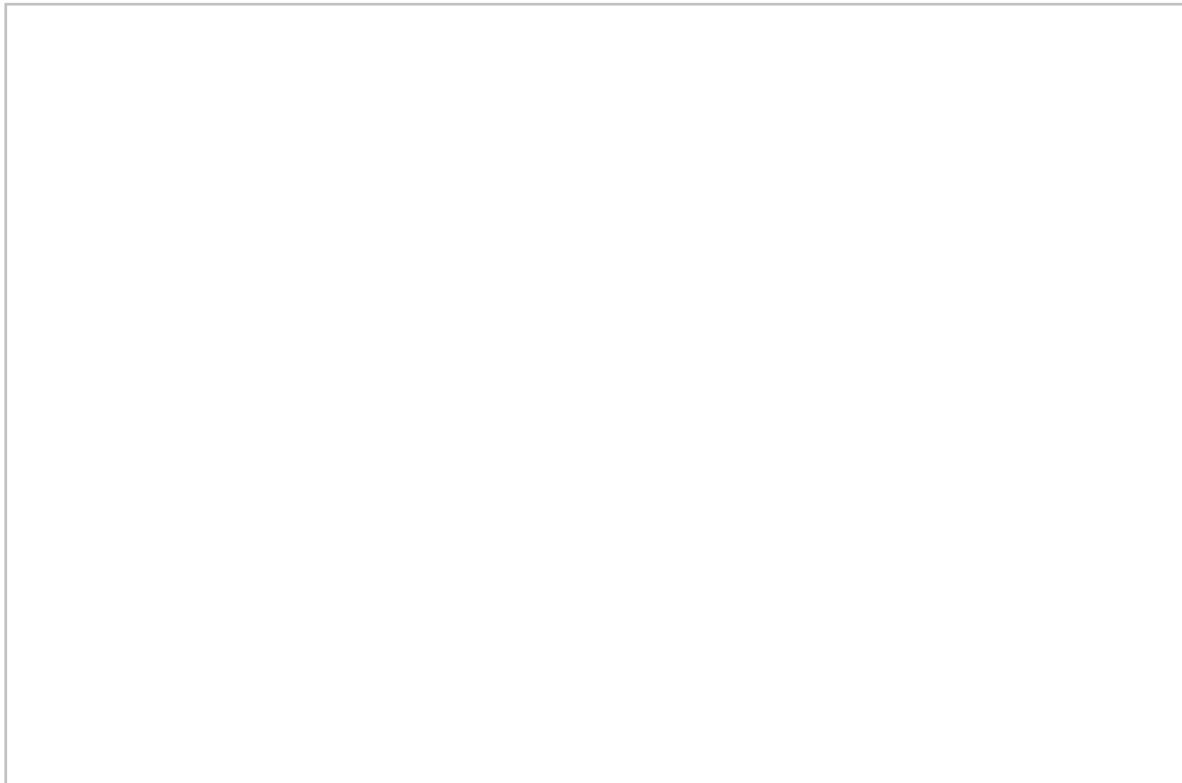
MOBILITY LAB'S TOP TRENDING STORIES

#1: There Is No Right Or Wrong Way to Be a Cyclist ☐ ☐



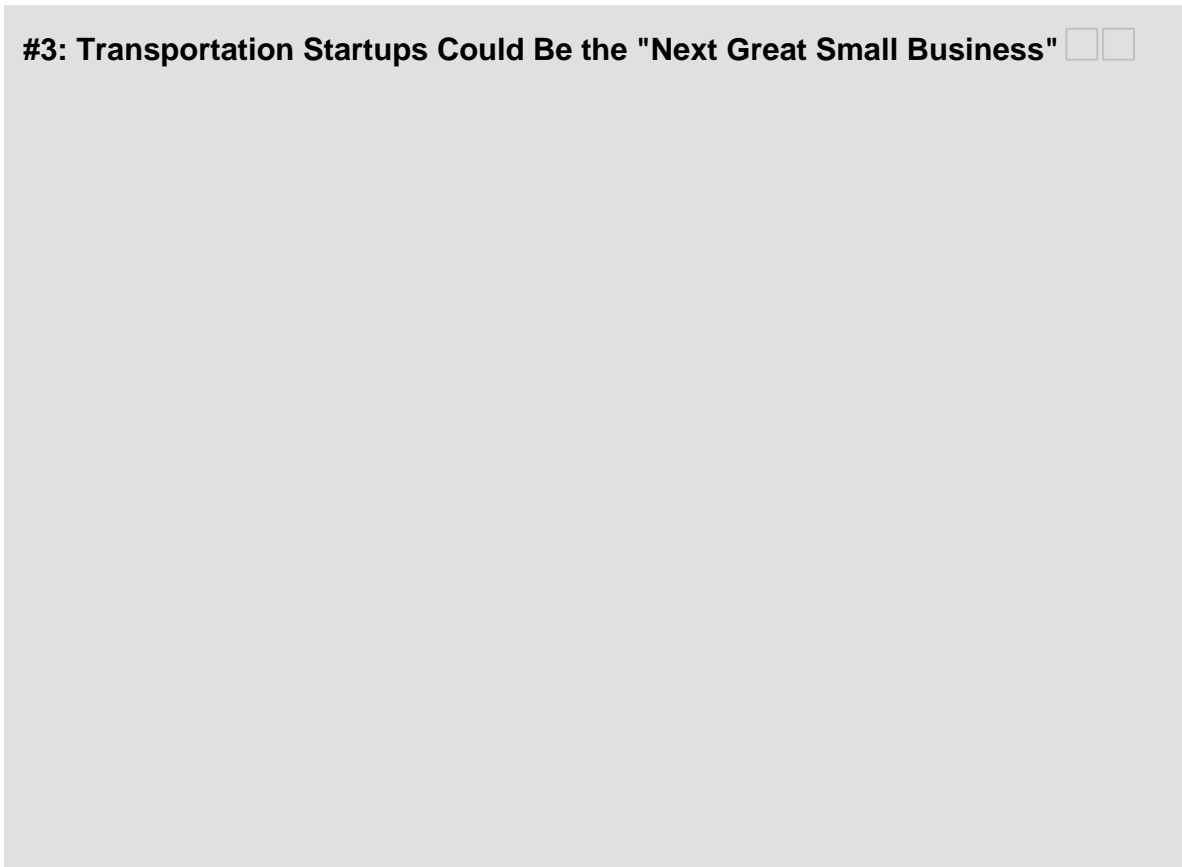
Encouraging people to try bicycling means listening to their needs rather than telling them why they should do it. For better or worse, many experienced cyclists and cycling advocates forget this and assume that what works for them should work for you, and give advice accordingly. This can be very confusing for the uninitiated and it risks alienating those seeking basic guidance. [Learn More.](#)

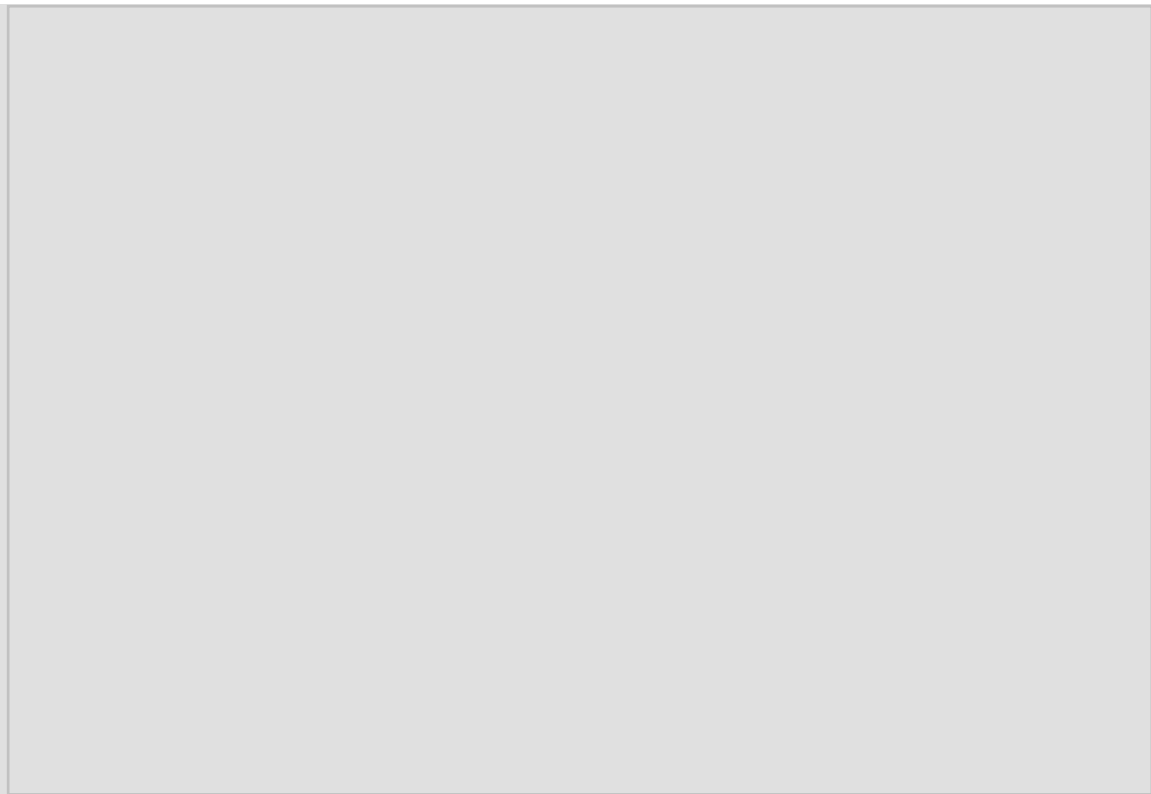
#2: Streets and Sidewalks Should Be Used to Improve Our Health ☐ ☐



Streets and sidewalks take up 25 to 50 percent of a typical U.S. city's land. This, believe it or not, presents a huge opportunity for us to address mental health through urban design. Problem is, streets and sidewalks represent space that's largely under control of our city governments. Should local departments of transportation get into the mental-health business? [Learn More.](#)

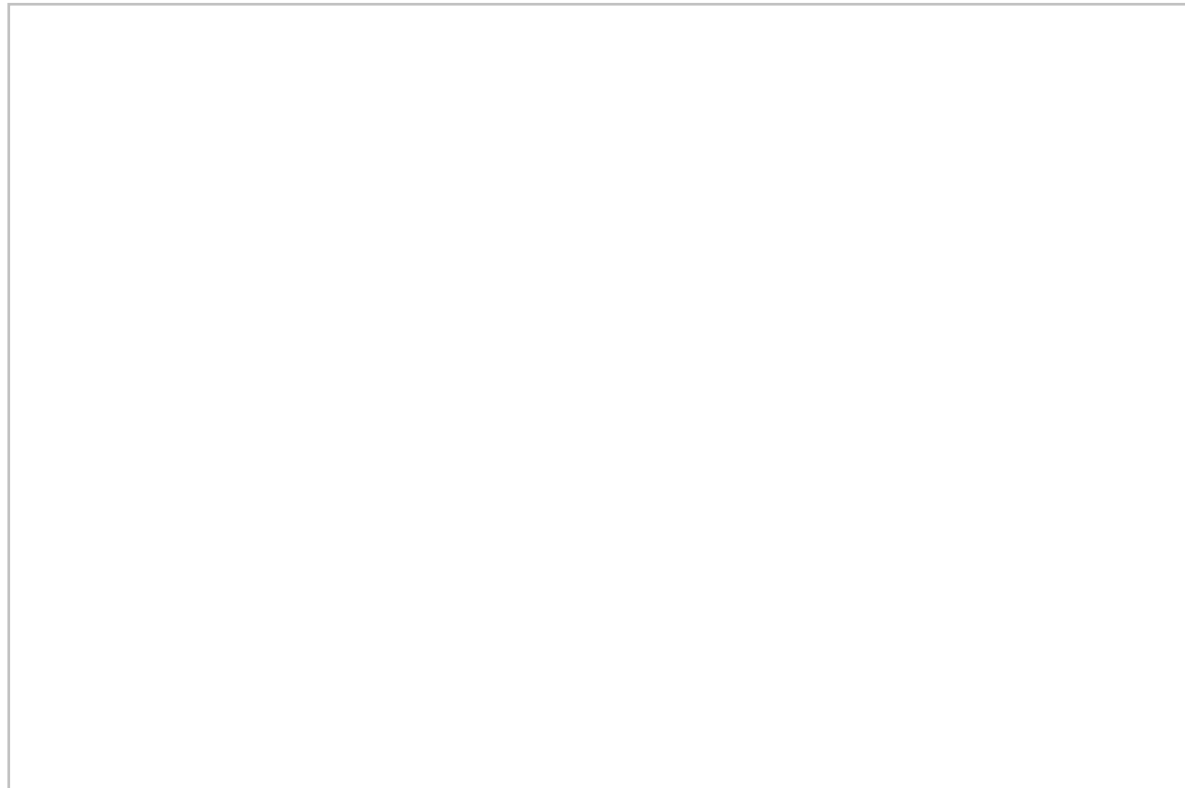
#3: Transportation Startups Could Be the "Next Great Small Business" ☐ ☐





The new shared-ride mobility company [Split](#), operating out of Washington D.C., was one of two transportation startups recognized in the recent Tech.Co Startup Competition in Arlington, Virginia. [Learn More.](#)

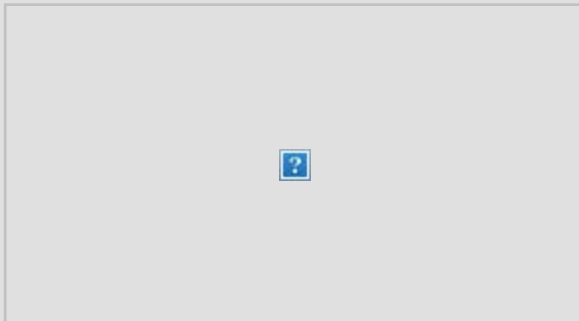
#4: 5 Apps for Catching Your Train and Being Productive on Metro ☐ ☐



The projects presented at our recent Transportation Techies Metro Hack Night III included technology about delays, productivity, and ease of use. [Learn More.](#)

TDM SUPERSTARS OF THE WEEK

Mountain View, California, along with [Urban Engines](#), [Cities21](#), and [Nelson\Nygaard](#)



"In Mountain View, Calif., in the heart of Silicon Valley, the North Bayshore neighborhood is a suburban technology center that includes NASA's Ames Research Center and companies like Google and LinkedIn. [Although the region features endless] suburban sprawl, a little more than half of North Bayshore's 21,400 daily commuters drive to work alone - a remarkable figure, given that nationally about three out of four commuters drive to work alone, according to census data." Learn More [Here](#) and [Here](#).

[Better Bikeshare Partnership](#) and the [Chicago DOT](#)

"[The Partnership's] \$75,000 grant to Chicago will launch the 'Divvy for Everyone' campaign. It will offer a one-time annual membership to low-income residents for \$5, a deep discount from the normal \$75 fee. To make the system accessible to unbanked individuals, the usual requirement of a

credit card as collateral will be waived. Instead, the program funding will help cover the replacement costs for any lost or stolen cycles." [Learn More.](#)

TDM TIPS OF THE WEEK



The highest-volume commute in the Bay Area is the crossing between San Francisco and the East Bay (600,000 per day). A second BART tube is being discussed, but it would take decades to build. So a cross-agency study of short-, medium-, and long-term improvements is wisely getting a better handle on commuter travel patterns. Meanwhile, the nonprofit [SPUR](#) has released a strong set of recommendations, which include plenty of TDM elements that could happen right away. One such proposal is changing around pricing and ticketing processes of various services to make multi-modal travel more intriguing to the many, many people who always take one mode. That would take a lot of work to educate people about how changes in their commuting behavior could be appealing. [Learn More.](#)

MAKE A TDM DIFFERENCE TODAY

Once again, commuters across the nation are being taxed unfairly if they want to take transit.

In the coming weeks, Congress will have an opportunity to fix this inequity and make parity permanent once and for all. Several members of Congress are currently working in a bipartisan fashion to create a solution.

Mobility Lab is partnered with the [Commuter Benefits Work For Us Coalition](#) in asking you to [click this link](#) and tell your members of Congress that the time for action is now!



VISIT OUR WEBSITE



Feedback? Contact: MOBILITY LAB

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"Traffic jams occur when demand for our infrastructure exceeds supply. Transportation demand management (TDM) offers fiscally responsible programs that promote better use of our existing infrastructure." - Lois DeMeester, CEO of Mobility Lab and DS&MG

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